



Prepared For:
Develop losco, Inc.

**Appendix D, Marketing Blueprint
Economic Development Best Practices**

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Develop losco Opportunities

1. Position the organization as a clear community leader that brings all stakeholders together to achieve economic growth
 2. Create opportunities for young people to become engaged in the community, in the hope that they will continue to live in losco County upon graduation
 3. Market county to tourists as an ideal place to live, not just visit
 4. Attract housing development
 5. Provide resources to local businesses
 6. Leverage educational partnerships to create upskilling and retraining opportunities
 7. Create jobs through business attraction
 8. Market Spaceport opportunities
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Each community is unique, but each community can learn from each other.

The best practices shared within this document can be a starting point for Develop losco and the entire community to come up with new ideas and ways to further economic growth within the county.

Promote the Region as a Clear Community Leader

Regionalism works. When communities work together to achieve a common, shared vision, there are more financial and talent resources that can be put to work achieving that goal. Throughout the country economic development, tourism and chamber organizations are merging because they see the benefits of working united. Even those who remain independent will often support a regional organization that works on behalf of all of their interests.

Example of successful regional organizations.

One East Kentucky

The organization works to promote the entire Eastern Kentucky region with a specific mandate to create jobs. Their imperative could not have been more clear given the steep decline in employment that resulted from the shuttering of coal mines. They have gathered community stakeholders from all sectors (education, utilities, business, healthcare, and government) to work together to develop an infrastructure that makes investment attraction and job creation possible.

One of their tangible success stories is the recruitment of Dajcor Aluminum, a Canadian company who opened their first U.S. location in Kentucky, creating hundreds of jobs in the process.

Their marketing campaign includes:

- Robust economic development website that serves as a data hub, home for resources and content, and featured real estate listings
- Success stories highlighting businesses and opportunities
- [Videos \(traditional and VR\) that highlight regional assets](#)
- Lead Forensics tracking software to know who has visited their website so follow up calls can be made
- LinkedIn Pulse articles to reach a wider site selector and industry audience
- Digital ad campaign
- Search engine optimization
- Social media
- Ongoing content creation



Engage Youth. Create a Reason for them to Stay.

Create opportunities for young people to become engaged in the community, in the hope that they will continue to live in Losco County upon graduation. Other communities are doing this by reaching youth while they are still in high school, or even middle school. Waiting until they have graduated is too late as many will have often made plans already.

In addition to the below best practices, GSA recommends that Develop losco create a Youth Advisory Board of nine members composed of high school youth. These members can share insight into what the youth of the community cares about and play a role in initiatives through an advisory capacity. By involving the youth now, Develop losco will demonstrate that they have opportunities to change the community to meet the needs of their generation.

The Greater Springfield Partnership

They go into the local high schools, hosting career and job fairs to make direct connections between students and employers. Area technical schools are participating and sharing information with students about the training that is available to them. "We want to reach students early so they understand that the opportunities in Clark County are as strong as in major metros. But, by working here, you have more time to enjoy life without the commute," said Horton Hobbs, Vice President of Economic Development.

York County Development Corporation

York County Development Corporation in Nebraska hosts an annual Manufacturing Day to introduce high school students to local manufacturing companies and the jobs that are available. "There is often a false impression of what it's like to work for a manufacturing company. The students we speak with are surprised by how high-tech companies are and how much opportunity there is to grow your career. In many cases, students will start after high school and then advance their careers through on-the-job training or by going to college, paid for by their company. Working for a York manufacturing company is an incredible opportunity and it's important to highlight that," said Lisa Hurley, Executive Director of [York County Development Corporation](http://www.yorkcountymfg.com).

Rural Minnesota CEP

[Rural Minnesota CEP](#) promotes reaching students early through an innovative program called [Big Ideas](#), a non-profit organization from New Ulm that provides opportunities to discover, explore, and learn real-world trade skills. The organization offers in-person classes but also has a "Roadshow," which involves bringing their instruction to clients. The Mobile Learning Lab is a semi-trailer filled with three classrooms of immersive virtual reality systems that simulate welding, industrial painting, CAT excavation, and an Oculus-based career exploration program for over 20 trades simulations.



Shelby, Kentucky

In Shelby, Kentucky, local businesses partnered with the EDC to develop videos designed to showcase the main industries located within the community, and the opportunities students have to build a profitable career. Greg Kolbjornsen, [PlaceVR](#) Executive Producer, said, "In Shelby, there was a community focus around keeping local kids in town. The videos we produced conveyed 'We have GREAT jobs right here!' I believe that Libby Adams, our client, is really enjoying having these videos to use and finding success using them."



Reach Tourists Who Could Be Interested in Moving

Market Losco County to tourists as an ideal place to live, not just visit. Tourists are already coming to Losco County because they enjoy the natural beauty and recreational opportunities. Convincing them to move is a matter of changing their perspective by demonstrating that there are job and housing opportunities available to them.

Caribbean Association of Investment Promotion Agencies (CAIPA)

CAIPA represents countries and territories throughout the region. These island communities are similar to rural communities in America, in many ways. Their populations can be small and resources limited. Some CAIPA members have a robust investment attraction (economic development) program in place, have larger educated populations and are a clear choice for companies expanding in the region - similar to large metropolitan areas of the United States. Others, have populations under 10,000 and limited services and resources - the same type of struggles rural communities often face.

Still, the potential for all of their members is huge. As a regional organization, CAIPA is working to promote opportunities for all of its members and one of those is turning tourists into residents and investors. Their slogan is, *"Invest in the Place Everyone Wants to Live: The Caribbean."*

They are marketing to tourists using a:

- Website
- Digital ad campaign
- Content creation and media coverage
- Digital and in-person events
- Webinars
- E-books and guides demonstrating how to start a business or move to the Caribbean



IDEAL LOCATION

The Caribbean is the ideal destination for remote workers, retirees and families looking to live somewhere peaceful and beautiful.

Attract Housing Developers

Attracting housing development is a key priority for the community. Doing so requires careful planning, community support and funding solutions that make it more attractive for developers to come there.

The first place to start is to commission a housing study. These studies are critical for attracting developers because they demonstrate:

- The number of housing units currently available for sale or rent
- The number of homes in disrepair that could become livable
- The number of rental and owner occupied homes that will be needed to meet the current and projected demand
- Break down of the type of housing, including what prices the market can support
- Areas of development opportunity

Additional information can be gathered based on your community's needs. With this study in hand, Develop losco can make a fact-based case for why developers should start projects in the county.

Greater Fremont Development Council (GFDC)

GFDC started with a housing study but didn't stop there. Once complete they gathered community stakeholders and developed a plan for turning their housing need into a housing opportunity. The next step was funding. They created a fund that community leaders, such as banks and the hospital, invested in. This fund became available as gap financing for developers who wanted to do a project but desired to keep more of their cash reserves in hand.

With the study and fund in place, they went about marketing to developers and proactively setting up site visits. Their marketing campaign included:

- Robust community website with demographic data, the housing study, real estate listings (land for sale), and information on the fund
- Press releases and social media announcements
- Ongoing content creation
- Social media posts
- Email outreach



As a result of their efforts, over 1,000 homes have been constructed in their rural Nebraska community.

Provide Resources to Local Businesses

Community survey responses indicated the need to provide resources to local businesses. Many communities are doing so through a robust Business Retention and Expansion program that involves annual site visits to larger employers. A BR&E support person can sometimes be paid for through grant funding. In addition, organizations are developing business resource websites, webinars and events in order to provide businesses with the tools and resources they need in one place.

Choose Roseville

The City of Roseville, Minnesota is doing something entirely unique - the Choose Roseville campaign. Funded by ARPA funds, the Choose Roseville campaign is designed to provide hands-on marketing and talent attraction support to local businesses. The goal is to strengthen local businesses so that they can sustain and recover from the pandemic, knowing that an investment in the small business community can help to make the entire community stronger. Since small businesses may be unable to afford this support on their own, the services are a valuable tool for growing the economy. The services offered include:

- Social Media Coach to work directly with businesses
- Social media profile creation, management and posting
- No-cost digital ads for businesses (paid for through the campaign and managed by the Coach)
- Featuring businesses in the city's e-newsletter
- Success stories written to share business owners story and journey
- Video creation highlighting local businesses
- Website that serves as campaign portal



Upskill Residents

Develop losco should leverage educational partnerships to create upskilling and retraining opportunities. Survey respondents have requested a more concerted effort in this area. Doing so will produce multiple benefits. Local residents will increase their skills and opportunities to earn a living wage, and businesses who are considering expanding within the area will have access to that skilled workforce. With workforce shortages being the most pressing economic development issue of the post-pandemic era, demonstrating that there is a collaborative effort to support workforce development is essential for attracting companies and creating jobs.

The below communities have furthered these efforts through collaboration and digital communication strategies.

Montgomery County Ohio

Montgomery County Ohio's Job Center is the largest one-stop employment and training center in the United States and includes recruitment help, funding for training, and physical space in the Business Solutions Center. Montgomery County, Ohio also has programs like Project Hire and Incumbent Worker Training, which helps local businesses build their workforce, while also giving residents opportunities to learn new skills.

Greater Gallup Economic Development Corporation (GGEDC)

In New Mexico, the Greater Gallup Economic Development Corporation (GGEDC) developed the [Greater Gallup Industrial Workforce Program \(GGIWP\)](#), a no-cost 10-week upskilling program that reaches workers directly, instead of being tied to a particular employer. The program involves classroom and hands-on construction training that leads to placement into an internship, a pre-apprenticeship program, or a long-term job or career in the trades. "The Industrial Workforce Development Program is a free training program that not only prepares people for the opportunity-laden industrial field but also allows them to earn some money through on-the-job learning while still in the program," said Liam McCarthy, [Southwest Indian Foundation \(SWIF\)](#) primary instructor.





Create Jobs Through Business Attraction

Create jobs through business attraction - something the community needs to sustain continued economic growth. Business attraction is a main component of economic development and it's incredibly competitive. Some of the best marketing practices communities are incorporating are:

- Creation of prospectuses and digital brochures that can be emailed to site consultants and business owners
- Robust economic development websites that serve as a portal for information
- Site-specific marketing that includes the creation of virtual reality videos, developing 3D renderings for what is possible on a site, creating marketing materials and featuring all site information online
- Digital ad campaigns
- Success stories highlighting local businesses who are succeeding in the region and why
- Whitepapers designed for specific industries
- Social media campaigns
- Content creation

In an example of how these work together, Golden Shovel Agency (GSA) developed an economic development website for a Texas client. GSA's copywriters produced regular content for their newsfeed that was promoted on social media. One of those articles was seen by a Houston company who then reached out to the economic developer expressing interest in expanding into that community.

OUR MISSION

At Golden Shovel, we believe thriving communities improve everyone's lives. Everything we do connects businesses and talent with communities they'll thrive in. We do this by empowering economic developers through groundbreaking economic development communications.



A comprehensive lead generation campaign can take these efforts to the next level.

Market Spaceport Opportunities

Market Spaceport opportunities to capitalize on the redevelopment happening at the old Air Force base. Spaceport projects are cutting edge and the work being done there will continue to be important as the U.S. and world enters the next generation of space exploration and technology.

First, Develop losco and community leaders need to determine the niche that this Spaceport will fill.

- What will make the Spaceport unique?
- What services will be offered to businesses, startups and researchers?
- Will there be physical space people can use or does it need to be developed?
- Is there a specific industry niche that will do best in losco County?

Once these conversations have been had, materials need to be created to demonstrate what those opportunities actually are and how businesses and investors can get involved. Use a website, digital marketing and a prospectus to make your case.

Midland Development Corporation

The Midland Development Corporation (MDC) in Texas developed a Spaceport that has been used by companies and researchers for things like satellite launches and testing. One of their strategies was to develop a world-class high-altitude test facility. The complex features three hyperbaric chambers for testing equipment and training personnel in normal and emergency flight conditions.

The recruitment of space technology company AST&Science is one of their success stories. They brought their corporate headquarters and satellite manufacturing facility to Midland, to be located in the MDC's 85,000 sq. ft. facility at the Spaceport Business Park. Low-Earth orbit (LEO) satellites will be designed and built at the Midland facility, as part of AST&Science's transformational technology capabilities. The Midland International Air & Space Port's license to launch horizontal craft is essential to the manufacturing, testing, and implementation of the satellites.

